



## **Jamie's Farm Photography and Video Policy**

### Guidance for photographing and filming

*It's important that children and young people feel happy with their achievements and have photographs and films of their special moments. Family and friends also want to be able to share the successes of their children when they have been part of a special event or activity.*

*However, some children, parents or carers may not be comfortable with images of themselves or their children being shared. For example:*

- *if a child and/or their family have experienced abuse they may worry about the perpetrator tracing them online*
- *children who choose not to have contact with some members of their family may decide to minimise their online presence*
- *families may have religious or cultural reasons for choosing not to be photographed.*

*It's important to be aware of child protection and safeguarding issues when taking photos of or filming children and young people.*

### Risks of sharing images online

*Sharing photographs and images of children on social media or other online platforms carries potential risks. For example:*

- *children may become vulnerable to grooming if a photograph is shared alongside information that makes them identifiable. This includes: personal details; a tag with location information; visual details such as a school uniform*
- *inappropriate images of children may be shared online*
- *images may be copied, downloaded, screenshotted or shared by anyone*
- *images of children may be adapted and used inappropriately*

- *photos or videos may appear in internet search results*
- *depending on the terms and conditions of using an online platform, the image may be owned by the platform once it's been posted. Platforms may then license images for use by third parties – such as for commercial purposes*
- *each photo or video, and any comments on them, become a part of a child's public image. This may affect them later in life – for example, it may affect how they see themselves, or how they are viewed when applying for a job*

*(Thinkuknow, 2021).*

*Before sharing images of children on social media, adults should consider how widely images may be shared, how long they may remain available and how this may affect the children's long-term wellbeing.*

At Jamie's Farm, we recognise that:

- sharing photographs and films of our activities can help us celebrate the successes and achievements of our children and young people, provide a record of our activities and raise awareness of our organisation
- the welfare of the children and young people taking part in our activities is paramount
- children, their parents and carers have a right to decide whether their images are taken and how these may be used, regardless of age, disability, gender reassignment, race, religion or belief, sex or sexual orientation
- consent to take images of children is only meaningful when children, their parents and carers understand how the images will be used and stored, and are fully aware of the potential risks associated with the use and distribution of these images
- there are potential risks associated with sharing images of children online.

We will seek to keep children and young people safe by:

- allowing photographs or video footage of young people to be taken only using a device owned by Jamie's Farm.

- allowing photographs or video footage of young people to be taken only by, or in the presence of, a member of Jamie's Farm delivery staff who has had an enhanced DBS check
- ensuring that any device used to take images or footage of young people can be requested at any time by Jamie's farm IT for scrutiny if there is any doubt about appropriate use
- uploading all images and footage to a secure folder on Sharepoint immediately and leaving no images or footage stored on the device itself
- ensuring that access to folders where images and footage are stored is limited only to necessary members of Jamie's Farm staff who have been DBS-checked and members of staff from the school/organisation visiting. Footage and select images may also be shared with external organisations and individuals for the purpose of creating legacy material following a visit.
- always asking for written consent from a child's parents or carers before taking and using a child's image
- always explaining what images will be used for, how they will be stored and what potential risks are associated with sharing images of children
- making it clear that if a child or their family withdraw consent for an image to be shared, it may not be possible to delete images that have already been shared or published
- changing the names of children whose images are being used in our published material whenever possible (and only using first names if we do need to identify them)
- making sure children, their parents and carers understand how images of children will be securely stored and how we will control access to the images and their associated information
- reducing the risk of images being copied and used inappropriately by:
  - only using images of children in appropriate clothing (including safety wear if necessary)
  - avoiding full face and body shots of children taking part in activities such as swimming, where there may be a heightened risk of images being misused

- using images that positively reflect young people's involvement in the activity

Any abuse or misuse of images of children will be reported to the Designated Safeguarding Lead in accordance with our safeguarding procedure. We will ensure everyone involved in our organisation knows the procedures to follow to keep children safe.